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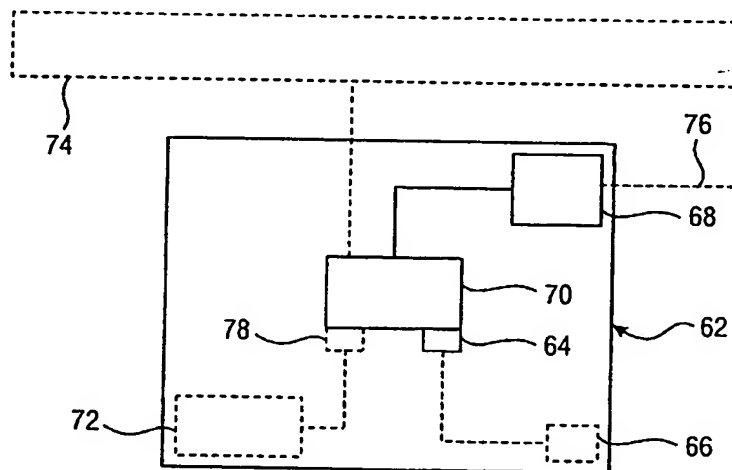
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(54) Title: METHOD OF CONTENT IDENTIFICATION, DEVICE, AND SOFTWARE



(57) Abstract: The method of content identification consists of creating a signature to comprise one or more sub-signatures. A sub-signature is created by averaging values of a feature in multiple frames of a content item (24). The electronics device (62) is able to retrieve a first signature of a first content item from a storage means (66) and to receive a second content item using a receiver (68). The device has a control unit (70) which is able to create one or more sub-signatures by averaging values of one or more features in multiple frames of the second content item and using the one or more sub-signatures to create a second signature. The control unit (70) is also able to determine similarity between the two signatures by determining similarity of sub-signatures for a similar feature. The software is able to create a signature for a content item by averaging values of a feature in multiple frames in a sequence of frames in the content item.